ABSTRACT OF THE DISCLOSURE

A method and system are disclosed for automatic insertion of interactive television (TV) triggers into a broadcast data stream. The automatic insertion of the Interactive TV trigger can be based on recognition of one or more elements within the broadcast data stream. In particular, a recognized element can trigger the insertion of the interactive TV trigger into the broadcast data stream. Furthermore, the interactive TV trigger can be pre-inserted into the stored broadcast content having the recognized element prior to being broadcast.

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